REFERENCES

- Anjanee Sethi and Bhavana Adhikari (2010), Business Communication, Tata McGraw Hill Pvt.Ltd., New Delhi.
- Aruna Koneru (2008), Professional Communication, Tata McGraw Hill Pvt.Ltd., New Delhi.
- Asha Kaul (2006), Effective Business Communication, Prentice Hall of India Pvt.Ltd., New Delhi.
- Dona J.Young (2007), Foundation of Business Communication, Tata McGraw Hill Pvt.Ltd., New Delhi.
- Herta Murphy, Herbert Hildebrandt and Jane Thomas (2009), Effective Business Communication, Tata McGraw Hill Pvt.Ltd., New Delhi.
- James Stoner, P.D.Chaturvedi, Stephen Robbins (2011), Management and Business Communication, Dorling Kindersley Pvt.Ltd., New Delhi.
- Jin Kushal and Sunitti Ahuja (2009), Business Communication, V.K. Enterprises, New Delhi.
- Karen C. Kaser and Madeline Johnson (2011), Removing Communication Barriers Through Course Instruction, Proceedings of the 76th Annual Convention of the Association for Business Communication, pp.1-16.
- M.K.Sehgal and Vandana Khetarpal (2008), Business Communication, Excel Books, New Delhi.
- Mattukutty Monippally (2006), Business Communication Strategies, Tata McGraw Hill Pvt.Ltd., New Delhi.
- Meenakshi Tandon (2011), Technological Advancement : A Boon For Business communication, VSRD-TNTJ, Vol.2, Issue-3, pp.169-173.
- Midge Gerber, Eithe Simpson & M.Elizabeth Ferrell (2003), Communication Perceptions in the rural Business Community, Proceedings of the 2003 Association for Business Communication Annual Convention, pp.1-11.
- Namita Gopal (2009), Business Communication, New Age International, New Delhi.
- Olga Campbell-Thomson (2005), Business communication platform, Proceedings of the Association for Business Communication 7th European Convention, pp.1-9.
- P.C.Pardeshi (1998), Business Communication, Pragati Prakashan, Mumbai.
- P.D.Chaturvedi and Mukesh Chaturvedi (2009), Business Communication, Dorling Kindersley Pvt.Ltd., New Delhi.

- Pramod Kumar (2011), Business Communication fail or success A Technological responsibility, S.S.M. International Referred Research Journal, Vol.3, Issue-33, pp.38-39.
- R.C.Bhatia (2009), Business Communication, Ane Books Pvt.Ltd., New Delhi.
- Raj Kumar (2010), Basic Business Communication, Excel Books, New Delhi.
- Sathya Swaroop Debasish and Bhagaban Das (2009), Business Communication, PHI Learning Pvt.Ltd., New Delhi.
- Scholastica Ebarefimia & Maurice Inedegbor (2012), Impact of Business Communication on Organizational Performance in Nigerian Companies, Australian Journal of Business and Management Research, Vol.2, Issue-1, pp.16-26.
- Sharma Gajendra, Qiang Ye, Wenjun Sun and Zhao Daying (2011), Significance of Communication and E-Business in Second Life Virtual World, Information Technology Research Journal, Vol.1, Issue-1, pp.1-12.
- T.L.Cole, N.Goza, L.C.Bean and L. F. Cochran (2011), Communications Assessment Deployment: Take One, International Journal of Organisational Leadership & Business, Vol.1, Issue-1, pp.1-17.
- Thomas J. Kiddie (2009), The Future of Texting in Business Communication, Proceedings of the 74th Annual Convention of the Association for Business Communication, pp.1-12.
- Thomas L.Means (2009), Business Communication, South-Western Cengage Learning, USA.
- Uma Narula (2006), Communication Models, Atlantic Publishers & Distributors Pvt.Ltd., New Delhi.
- Wim J.L. Elving (2005), The role of communication in organisational change, Corporate Communications: An International Journal, Vol.10, Issue-2, pp.129-138.